

SEND your materials just as they are. You may order any rug pictured in this book, regardless of the colors in your old materials. It does not matter whether the material you send is all old carpets or rugs—or a part of it is clothing. Don't hesitate to send even badly worn materials. There is more good material in them than you may imagine. Just send the number of pounds we ask for on each page. We do the rest. We guarantee every Olson Rug will be the same high standard of quality. We can use any of the following kinds of old carpets and rugs:

Axminster Olson Rugs Smyrna Fluff Rugs
Velvet Wilton Orientals Tapestry
Brussels Ingrain Wool Fibre
or any other kind of carpet or rug

Old Clothing and Other Materials. The materials in wool clothing can be used to splendid advantage in the nap of the rug. Cotton and linen materials are used only in the inner construction—never in the surface of an Olson Rug. Most clothing worn today contains wool that has been reclaimed by the large clothing mills from used clothing. You may send:-

Coats, Suits, Dresses, Blankets, Sweaters, Curtains, Draperies, Shirts, Table Covers, Sheets, also Sheep's Wool.

If You Lack Enough Material—you can probably secure some from friends and neighbors for the asking. To help you out if you still lack enough, we will (if you wish) furnish new wool at cost, 25 cents a pound, (10 cents below current market).

## If You Have No Scales

The following will give you the approximate weight of your old carpets and rugs.

Your old 9 x 12 ft.

Rug will weigh:

Tapestry Brussels and Low Grade Velvets.....About 25 lbs. Better Grade Axminsters and Velvets....About 30 to 38 lbs. Wilton and Other Fine Grade Rugs....About 40 to 55 lbs. (Other sizes in proportion.) The average weight of the old carpets or rugs is 2 to 4 pounds to each square yard. (New Olson Rugs, 9 x 12 ft. size, weigh about.......43 lbs.)

## If You Have Extra Materials . . .

**Send All You Have** and we will send you a *Credit Certificate* for any extra material, which can be applied on any future order you or your friends may send. We suggest you gather together all the old rugs, carpets, clothing, etc., you have around the house and send to us **by FREIGHT** in one shipment at our expense. Not only will you get your material out of your way—but you will do us a favor also, for we pay no more freight on a 100-pound bundle than a smaller one.

If You Are Not Ready to Order Now—but you wish to ship materials now at our expense just mail freight receipt, and we will send you a Credit Certificate. Enclose one of our order blanks which has your name and file number stamped on it, and mark, "Hold Material."

WE DO NOT BUY MATERIALS

No. 9643
ISSUED TO
We have credited you withpounds of material which can be used on any future rug
orders you or your friends may send.
OLSON RUG CO., Chicago
SENEREO
VICE PRESIDENT

COPYRIGHT, 1937, OLSON RUG CO.

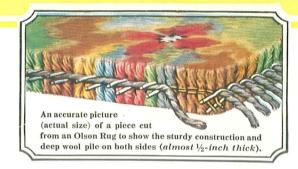
# How the Valuable Materials in OLD RUGS, CARPETS, CLOTHING

ded—the good wools separated

and prepared for the carding

machines.

Soft, fluffy wool that has been reclaimed from old materials. Continuous washing, scouring, sterilizing, bleaching and dveing machine 75 feet long. Carding machines as far as the eye can see, where the material is carded and combed into long, fluffy strands. Here the old materials are cut and shredARE CONVERTED INTO NEW, REVERSIBLE, BROADLOOM RUGS BY THE OLSON PROCESS



OULDN'T you like to look behind the scenes of America's finest modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our thousands of visitors—including the editors of practically every woman's magazine, home decorating experts, writers, textile engineers, club women, church women, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug than can be secured elsewhere at twice

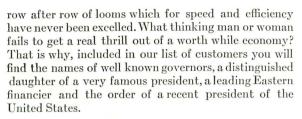
the price. You would then understand why over two million women, accustomed to paying high store prices for one-sided Axminster, Velvet and Wilton rugs, now prefer to send their old materials to us and get modern, reversible rugs *Direct from the Olson Factory*, where there are no wholesalers', jobbers', retailers' profits or expenses to pay.

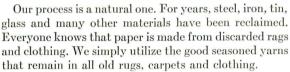
You could spend days here inspecting literally acres of the most modern rug making machinery—shredding machines—carding, washing and scouring machines—sterilizing, pickering, bleaching machines—great steaming dye vats—and (next page)

Olson Rug Co. Chicago, New York, San Francisco



A section of our new dye house, one of the largest of its kind. Only the finest, fast dyes are used, which are boiled into every particle of yarn.





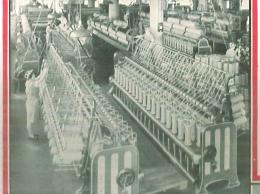


Samples (actual size) of wool rug yarn prepared by the Olson Special Process.

This Is The Day of Specialists. I am sure you would marvel at the magnitude of this largest of modern rug plants with its hundreds of expert weavers, dyers, chemists, skilled artisans, engineers and specialists of all sorts most of whom have spent a life time perfecting their departments.

These new and finer type Olson Rugs are the crowning achievement of our 62 years of constant effort. Please do not confuse Olson Rugs with rugs made in the ordinary way from old carpets and rugs. They are absolutely different. Every Olson Rug is woven with the same painstaking care and attention to detail that is employed in the weaving of the finest high priced Wilton Rugs.

By the famous Olson Process, we sort, merge and reclaim the good wool and other materials in all kinds of old carpets, rugs, clothing, blankets, draperies, etc. that our customers all over the United States



Some of the great modern yarn twisting machines that spin and twist the yarn for sizing and dyeing.

A small section of our spinning division showing some of the immense machines 125 feet long, that spin the wool into firmly twisted, highgrade rug yarn.



Olson Rug Co. Chicago, New York, San Francisco

Our chemists and color experts carefully test all yarns for strength and color.



PAGE 2

send to us. We thoroughly scour, sterilize, shred, picker, card, comb and bleach it into soft, fluffy, sanitary wool that looks and feels like costly new materials. This material is steamed and scientifically "treated" to give it fresh, new luster and resiliency—tightly spun, wound into skeins, expertly dyed with the finest fast dyes, and woven on great power looms into luxurious, modern, seamless, reversible rugs as illustrated.

By our elaborate process of scouring and cleaning, every particle of dirt, all stains, etc., are removed. Even the hardiest germs are unable to survive this thorough sterilizing. The finished rug is immaculately clean and mothproof.



This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in one-sided rugs.

It has taken us over half a century of painstaking effort and constant improvement to make these finer Olson Rugs the excellent floor covering they are today.

If you will divide the cost of an Olson Rug, which can be used on both sides, by the greater number of years of wear and satisfaction it will give you, you can come to only one conclusion, "it



The warp that holds the rug together is an important factor, determining the life of the rug.

is true economy to send in your old carpets, rugs and clothing and get beautiful, new reversible rugs at half the price of an ordinary one-sided store rug." We promise a pleasant surprise.

BELOW—in these specially constructed machines your rugs are steamed and the surfaces sheared many times so that the nap on both sides of the finished rug is luxuriously soft and smooth, and as in the finest rugs, always stands straight up without matting down.



RIGHT—a few of the great looms that weave the beautiful, high-pile Olson Rugs. We have developed new methods of weaving which for speed and efficiency have never been excelled.

An actual photograph showing a section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enable us to offer you finer rugs for less money.



Olson Rug Co. Chicago, New York, San Francisco





	Old Material YOU SEND	
9x12 ft.	about 42 lbs	\$2740
81/4x101	/2ft" <b>35</b> .".	2435
6x9 ft	"21.".	1525
4x63/4 ft	t" <mark>10</mark> .".	7 55
36x63 i	n" <mark>6</mark> .".	420
30x54 i	n" <b>4</b> .".	310

Old Material DDICE

SIZES YOU SEND LIST
5x8 ftabout 15 lbs.\$11.30
6x6 ft"14" 10.15
6x8 ft"19" 13.45
7x7 ft"19" 13.85
7x9 ft"25" 17.75
8x8 ft "25 " 18.05
8x11 ft"34" 24.75
9x9 ft"31" 22.75
9x15 ft"52" 38.35
10x10 ft"39 " 28.40
10x13 ft"51" 36.90
11x12 ft"51 " 37.50
11x14 ft "60 " 43.75
12x15 ft"70" 51.05
27x42 in" 3" 2.20
<b>A</b>

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE

## Wine Red-A Rich, Deep-tone Blend!

This is an age of color. Never before have homes been so colorful, so appealing. Hand in hand with the growing vogue for deep toned rugs has come an increased appreciation for reds. As our contribution to this style trend, we offer the exquisite rug shown above.

It is an extremely rich blend of two deep shades of wine red combined to give a soft, warm glow of color that handsomely sets off other furnishings. We urge you to order one of these distinguished looking rugs. You will be delighted with the rich beauty it brings.

## WE PAY SHIPPING CHARGES

## On Old Material from Any Place in the United States



Ship by EXPRESS if bundle weighs 15 pounds to about 50 pounds

> Prepay PARCEL POST if bundle weighs less than 15 pounds, and we will deduct from your bill

if you will write the amount on your order blank.



If You Live in One of These States Ship material to us at CHICAGO

Alabama Arkansas Colorado Florida Georgia Illinois Indiana Iowa Kansas Kentucky Louisiana

Michigan

Minnesota Mississippi Missouri Montana Nebraska New Mexico New York (See Map) North Carolina North Dakota Ohio

Oklahoma Pennsylvania (See Map) South Carolina South Dakota Tennessee Texas Virginia West Virginia Wisconsin Wvoming

If You Live in One of These States Ship material to us at NEW YORK c/o Bush Terminal, Brooklyn, N. Y.

Delaware Maine Maryland

Connecticut Massachusetts Pennsylvania New Hampshire (See Map) New Jersey New York (See Map)

Rhode Island Vermont Washington, D. C.

If You Live in One of These States Ship material to us at San FRANCISCO

c/o Haslett Terminal, 285 Brannon Street

HOW TO SEND MONEY In remitting, mail Postal or Express Money Order, Bank Draft, Personal Check, or Cash by Registered Letter. Many of our customers mail check with the order if they are in an extra hurry for their rugs, or, you can remit later when we notify you your rugs are ready. MAIL your remittance—do NOT place it in your bundle.

Arizona California

Nevada Oregon

Utah Washington

Idaho

All railroads deliver to our doors over our own side tracks. No re-handling. No delays. Your material reaches us the next day by Express, or 2 to 3 days by Freight,

We Do Not Pay Transportation on Rug Orders Under \$5.00

## How to Order-It's Easy

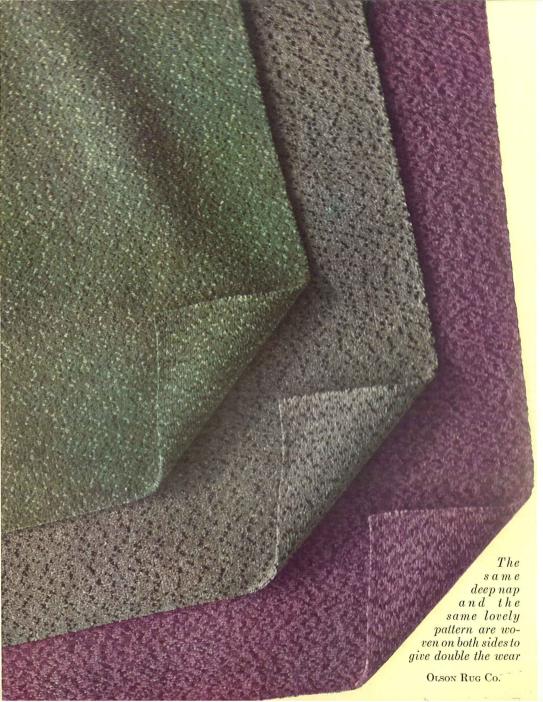
VOU will make it easier for us if you write your order on one of our order blanks. Merely fill in the size and catalogue number of the rugs you desire and MAIL to us with the receipt which your freight or express agent gives you. That's all—we do the rest.

Simply roll up your old carpets, rugs and clothing just as they are (without wrapping) and tie with rope; attach our tag and ship to us. We guarantee the safe arrival of your material, also the safe return of your new rugs. Our Customers Pay the Small Return Charges, We Pay One Way-You Pay One Way.

Express. Just Phone your local RAILWAY EXPRESS AGENCY if you live in the city. Their uniformed driver will call at your door for your materials and give you a receipt.

Freight. If you are sending 50 to 300 pounds from a large city, phone your Railroad Freight office to pick up at your door. If your city lacks this new FREE service, and you find it inconvenient to take bundle to

depot yourself, just phone any drayman to deliver it to nearest FREIGHT depot—pay him, mail his receipt with bill-of-lading and we will deduct from your bill.



## Number 4101—Green Number 8101—Grey Number 7701—Orchid

Standard SIZES	Old Material YOU SEND	
9x12 ft.	about 42 lbs.	\$2740
81/4x101/	źft."35.".	2435
	" 21. "	
4x63/4 ft	" 10. "	755
	1" 6.".	
30x54 ir	1" 4."	. 310

Other	Old Material	PRICE
SIZES	YOU SEND	LIST
5x8 ft	.about 15 lbs.	\$11.30
6x6 ft	" 14 "	10 15
6x8 ft	"19 "	13.45
7x9 ft	" 25 "	17.75
8x8 ft	" 25 "	18.05
9x9 ft	"31 "	22.75
9x15 ft	"52 "	38.35
10x10 ft.	"39 "	28.40
10x13 ft.	"51 "	36.90
11x12 ft.	"51 "	37.50
11x14 ft.	" 60 "	43 75
12x15 ft.	"70"	51 05
27x42 in	" 3 "	2.20
	A	

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

## New Color Blends

Wany room where hard wear is expected than these luxurious, all purpose, figured rugs. Blends so harmonious, so delightfully different, that they present an entirely new idea in planning your decorating schemes. Woven without border only, as shown.

Page 6

## Raisin - A Rich, Deep-Toned Blend

Wouldn't you just love to spread a luxurious, cushiony, reversible broadloom rug like this across your floors—a rug with interesting, texture-quality in a lovely two-tone Raisin blend? It has a depth of color—a certain richness that has made it unusually popular. It is just the rug for a restful room like this—a room to be lived in and enjoyed. A practical color blend that is "right" with any type of decorating. A rich background for other furnishings.

SEAMLESS REVERSIBLE BROADLOOM

## Number 2601 <u></u>

Standard SIZES	Old Material YOU SEND	
9x12 ft	about 42 lbs	\$27 <u>40</u>
81/4x101/	ít.". 35."	2435
6x9 ft	".21."	1525
4x63/4 ft.	".10."	7 55
36x63 in	1". 6."	420
30x54 in	1". 4."	310

Other	Old Material	PRICE
SIZES	YOU SEND	LIST
5x8 ft	about 15 lbs.	\$11.30
6x6 ft		10.15
6x8 ft		13.45
7x9 ft	"25 "	17.75
8x8 ft	"25 "	18.05
9x9 tt	"31 "	22.75
9x15 ft		38.35
10x10 ft		28.40
10x13 ft		36.90
11x12 ft		37.50
11x14 ft		43.75
12x15 ft		51.05
27x42 in.	3	2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54



Olson Rug Co. Chicago, New York, San Francisco



# Only from the

## OLSON FACTORY Can You Get

# RUGS ANY SIZE YOU WANT

WITHOUT SEAMS

# Co Correctly Fit Any Room

OTHING mars the beauty of a room so much as a misfit rug—one too small—too short—or too narrow. Why be satisfied with thin, ordinary one-sided rugs in the few sizes offered by stores and mail order houses when you can order your rugs from the Olson factory in just the right size, color and pattern at half the cost?

Sizes Impossible to Get Elsewhere
In your Olson catalog you will find a wide selection

of fascinating Early American patterns, plaids and modern Duo-Tone designs in runners, and widths 4, 5, 6, 7, 8, 9, 10, 11, 12, 14 feet by any length you want. You can choose luxurious, rich-textured rugs in all plain colors, with or without borders, as well as lovely new blends, mixtures, tweedy effects, any width you want (up to 16 feet seamless) by any length (see catalog, page 54). Or you can choose beautiful Oriental designs in a wider assortment of sizes than you can hope to find elsewhere.

NO NEED TO "PUT UP" WITH MISFIT RUGS

# A Few Decorating Suggestions

## A FRIENDLY TALK TO THRIFTY WOMEN

By Leone Mildred Michell

OW long has it been since you enjoyed the thrill of "doing over" one of your rooms? The urge for something new in the home is felt by all today.

Perhaps no other single decorating item in a room can transform it so completely and inexpensively as the fresh beauty of a luxurious new Olson Rug.

In these pages, American women of taste and refinement are offered the kind of rugs they would choose if price were no object—rugs of such distinction, at prices so temptingly low, that one is eager to find a place in one's home for every pattern shown.

#### MODERN DECORATING DEMANDS

"Livable Rooms" and "Colorful Harmony"

ROOMS should be friendly, cheerful, and livable. Colorful rooms chase away the cares of the day. Rugs can help more than anything else.

Through her new knowledge of decorating the modern woman knows that the rug in a room is the keynote—the background of the entire room. She appreciates the need for a background of beauty.

Surely none of us want our homes to be exactly like those of our friends or neighbors. Let your own good taste be your guide in planning rooms that are distinctive.

An inferior rug spoils the beauty of everything that comes near it—and measured by years of satisfaction, a cheap, poorly constructed rug costs more than a good rug.

#### What Size Should A Rug Be?

A RUG that is too small makes a room appear smaller and spoils any possibility for a pleasing arrangement of furniture. Not more than a foot and a half of floor space should show around your rug; and the popular trend is to show even less space, thus giving a more spacious appearance.

Owing to the limited number of sizes offered by rug stores, many women are obliged to select rugs not suited to the room.

The Olson Rug Co. have entirely eliminated the necessity of using misfit rugs by weaving special sizes and extra large rugs to fit any room.

Think what this means: a beautiful, reversible deep-textured Olson Rug, made to your order at one-third less than any ordinary sized one-sided store rug.

#### Avoid Misfit Rugs

For instance, you can imagine how out of place the ordinary 9x12 foot rug would look in a square room. In these pages you will find such unusual sizes as 9x9 feet, 10x10 feet, 11x12 feet, etc.

Adjoining rooms connected by wide doorways may be effectively treated by using rugs in the same color or design, though this is not necessary. Rugs in adjoining rooms, however, should harmonize.

The use of only scatter rugs in living and dining rooms is seldom successful, for they make a room seem smaller and more cluttered. A larger rug offers a much richer and more spacious effect. If a single or two-toned rug is



A small, colorful rug may be used on top of a large plain rug with excellent effect.

used, scatter rugs may be thrown over the large rug for protection in front of davenport, easy chair or fireplace, and at thresholds, giving a colorful note of interest. Scatter rugs must be laid straight with walls.

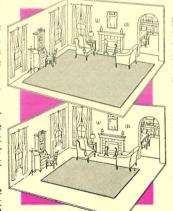
#### A Few Fundamental Rules

ALWAYS keep the floor deepest in color value, the walls lighter, and the ceiling lightest of all—a combination which merely satisfies the human desire to have the base of any structure the strongest.

Every room should have a center of interest—either in the wall, wall coverings, hangings or rugs. If you select a richly figured rug, it will be more harmonizing to have the walls and hangings conservative in pattern. Plain and two-tone rugs however, may be used anywhere. They are in excellent taste. Many of the finest homes are furnished with them throughout.

In your living room, place your furniture in friendly, conversational groups arranged for easy use. Avoid placing chairs stiffly along the walls. Enliven your rooms with a colorful chair, lamp shades and pillows.

A room that is large can stand a boldly figured rug and plenty of color. A small room, however, gives the impression of being larger if the rug has only a small delicate design, or none at all. To make small rooms appear larger, bring the rug to within six inches of the wall and keep walls light.



A large rug gives a room a spacious effect. When rug is too small the same room shrinks in size.

## Number 23003—Rust Number 42032—Green

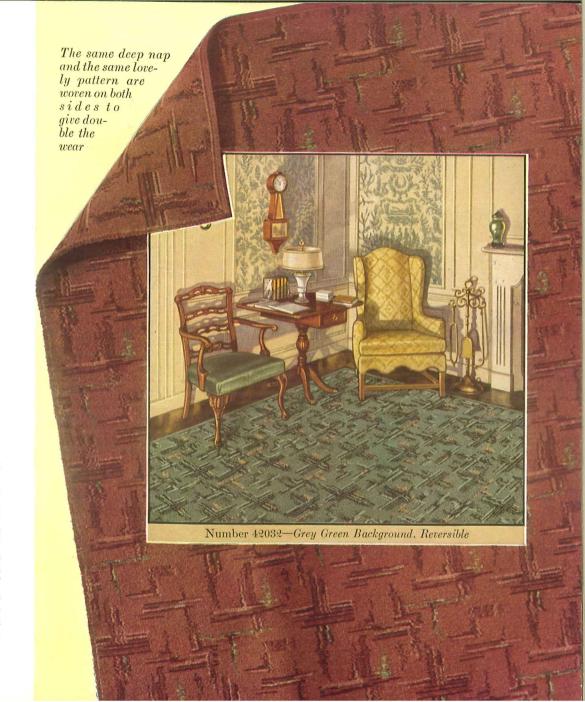
## Also in the Following Widths by Any Length

These WIDTHS Old Material SEND per running foot 27 in. wide by any length...1 lb...\$.78 ft. wide by any length...3½ lbs...\$.345

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

## Modern Texture Patterns

These charming new designs, with their lovely, soft colors are very appealing. They are modern adaptations of fine old hand hooked rugs, and two of the most practical rugs we have ever offered. They will bring colorful, up-to-date charm to any room in your home. Dark and light Rust are the predominating shades in the draped rug with tones of Copper, Ecru and Black as accents in the neat all-over design. Also available in tones of soft Green as shown in the accompanying room scene.





There is an air of spaciousness and harmony in this friendly, livable room that has been achieved by the choice of a plain toned Cedar Rust rug that covers most of the floor to within a foot of the walls. Seldom have we seen a more delightful or more practical rug color. How beautifully it blends into this pleasant room. Can't you just picture this serviceable rug in your living room—dining room—yes, your bedroom or hall? State clearly whether you want your rugs woven with border or without.

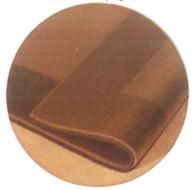
## Number 2701—Without Border Number 2706—With Border

Standard SIZES	Old Material YOU SEND	Without Border	
9x12 ft.	.about 42 lbs.	\$2740	\$29 <u>45</u>
$8\frac{1}{4} \times 10^{1}$	⁄2ft" <b>35</b> ."	2435	2620
6x9 ft	"21."	1525	1635
4x63/4 ft		755	820
36x63 in	n" 6."	420	4 55
30x54 is	n" <b>4</b> ."	310	325

Other				Without	With
SIZES		J SE			Border
5x8 ft					\$12.10
6x6 ft					10.90
6x8 ft					14.50
7x9 ft	"	25		17.75	19.05
8x8 ft					19.40
8x11 ft.					26.65
9x9 ft	"	31		22.75	24.55
9x15 ft.					41.20
10x10 ft	"	39	"	28.40	30.55
10x13 ft					39.70
11x12 ft	"	51	ш	37.50	40.30
11x14 ft					47.05
12x15 ft		70		51.05	55.00
27x42 in	"	3		2.20	2.40

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE,

#### For Special Size Rugs or Runners see page 54



Standard SIZES	Old Material YOU SEND	
9x12 ft	about <b>42</b> lbs	\$32 <u>85</u>
81/4x101/2	ft." <b>35</b> ."	2930
6x9 ft	" <mark>21</mark> . "	1825
4x6¾ ft.	"10."	920
<b>36x63</b> in	6	. 5 <u>00</u>
<b>30x54</b> in	" 4."	360

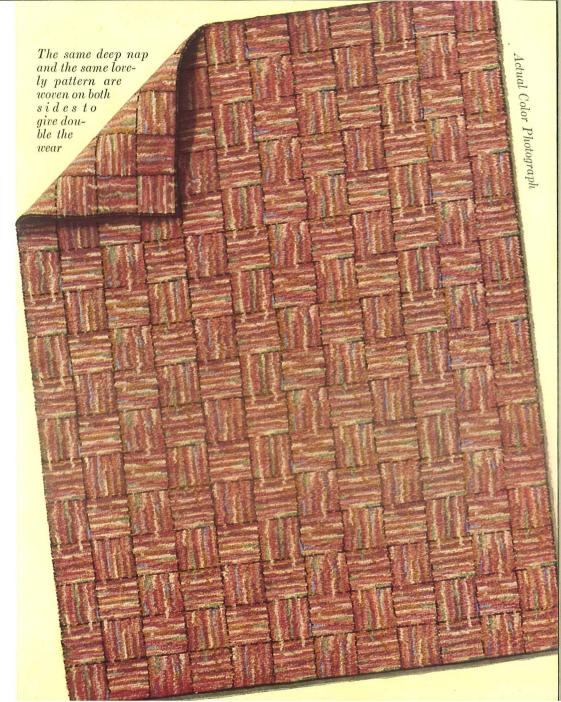
## Also in the Following Widths by Any Length

These WIDTHS Only	Old Material PRICE a SEND per running running foot foot
27 in. wide by an	y length \$ .78
36 in. wide by an	y length 1 1/4 lbs 1.05
4 ft. wide by an	y length 11/2 lbs 1.50
6 ft. wide by an	y length 2 1/4 lbs 2.30
8 ft. wide by an	y length 3 lbs 3.05
9 ft. wide by an	y length 31/2 lbs 3.45
10 ft. wide by ar	y length 4 lbs 3.85
11 ft. wide by ar	ny length 41/4 lbs 4.22
12 ft. wide by ar	y length4 3/4 lbs 4.60

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

## Early American

HERE is a rug that carries all the fine traditions of authentic Early American design in a blend of exquisite soft colors admirably suited to the cultured, modern home of today. A rug that brings you the loveliness of old-time charm at a price too temptingly low to resist—a pattern that brings character and interest to any room—will lend richness to practically any type of setting. Your rooms can now go Early American without changing anything but the rug. Seamless and Reversible.



 Standard SIZES
 Old Material YOU SEND
 PRICE LIST

 9x12 ft....about 42 lbs.
 \$3285

 8½x10½ ft."...35.".
 2930

 6x9 ft....."...11.".
 1825

 4x6¾ ft...."...10.".
 920

 36x63 in..."...6.".
 500

 30x54 in..."...4.".
 360

## Also in the Following Widths by Any Length

These WIDTHS Old Material SEND per Coning Only running foot 27 in. wide by any length. 1 lb. . \$.78 36 in. wide by any length. 1 lbs. . 1.05 5 ft. wide by any length. 2 lbs. . 1.90 7 ft. wide by any length. 2 lbs. . 2.70 9 ft. wide by any length. 3 l/2 lbs. . 3.45 11 ft. wide by any length. 4 l/4 lbs. . 4.22

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

## Early American

THERE is a charm about things Larly American to which nearly everyone sooner or later succumbs. "The tremendous popularity of Early American continues," writes the Decorating Editor of the Ladies' Home Journal. There is something homey, refreshingly gay, friendly and typically American about this sturdy style. Can't you just picture the charm of this lovely Early American rug in your home, with its soft practical Rose Taupe, Walnut Brown, Rust and Copper tones? And its deep piled texture will bring authentic Early American character.

Page 14



## A Soft Blend of Blue and Taupe ...

What could be more practical for any room where hard wear is expected than this luxurious, all-purpose figured rug? The lovely rich effect shown below has been secured by blending a beautiful soft shade of Blue with Taupe. The result is a rug that forms a background against which other color schemes show up splendidly. A blend so harmonious, so delightfully different, that it presents an entirely new idea in planning your decorating scheme. Stands unlimited wear without showing soil. Woven without border only, as shown here.

SEAMLESS REVERSIBLE BROADLOOM

## Number 3101 <u>\_\_\_\_\_\_</u>

 Standard SIZES
 Old Material YOU SEND PRICE LIST
 PRICE LIST

 9x12 ft..about 42 lbs.
 \$2740

 81/4x101/2 ft"...35.".
 2435

 6x9 ft...".
 21.".
 1525

 4x63/4 ft...".
 10.".
 755

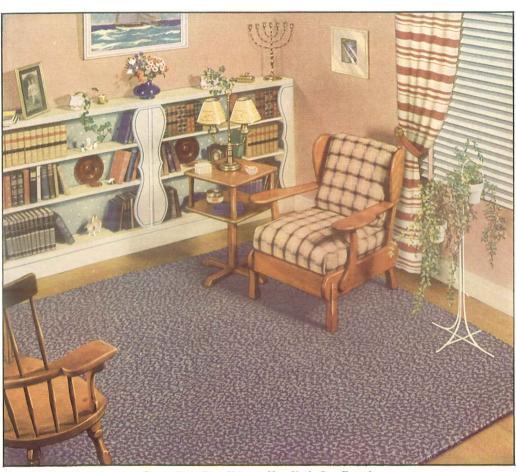
 36x63 in...".
 6.".
 420

 30x54 in...".
 4.".
 310

Other Old Material PRICE SIZES YOU SEND LIST 5x8 ft ... about 15 lbs . \$11.30 6x6 ft....."...14.. ".. 10.15 7x7 ft....."...19..".. 13.85 7x9 ft..... "...25.. ".. 17.75 8x8 ft....."...25...".. 18.05 8x11 ft..... "... 34.. ".. 24.75 9x9 ft....."...31..".. 22.75 9x15 ft...."...52..".. 38.35 10x10 ft...."...39...".. 28.40 10x13 ft...."...51...".. 36.90 11x12 ft...."...51...".. 37.50 11x14 ft...."...60 .. ".. 43.75 12x15 ft...."...70 .. ".. 51.05 27x42 in..."... 3..".. 2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54



Olson Rug Co. Chicago, New York, San Francisco



## Number 7101—Without Border Number 7106—With Border

Standard SIZES	Old Material YOU SEND	Without Border	
9x12 ft.	.about 42 lbs	\$2740	2945
$8\frac{1}{4} \times 10\frac{1}{4}$	⁄2ft." <mark>35</mark> ."	2435	26 <sup>20</sup>
6x9ft	"21."	1525	1635
4x63/4 ft	" <mark>10</mark> ."	755	820
36x63 is	n" 6."	420	455
30x54 i	n" <b>4</b> ."	310	325

	Old Materi		With Border
5x8 ft	about 15	lbs.\$11.30	\$12.10
6x6 ft		10.15	10.90
6x8 ft		13.45	14.50
7x7 ft	"19.	13.85	14.90
7x9 ft	"25.	17.75	19.05
8x8 ft.		. " 18.05	19.40
8x11 ft		24.75	26.65
9x9 ft.		22.75	24.55
9x15 ft	"52.	38.35	41.20
10x10 f	t"39.	28.40	30.55
10x13 f	t"51.	36.90	39.70
11x12 f	t" <b>51</b> .	37.50	40.30
11x14 f	t	43.75	47.05
12x15 f	t" <b>70</b> .	51.05	55.00
27x42 i	n" 3.	." 2.20	2.40
	A		

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

SEAMLESS

REVERSIBLE



## Vogue for Mulberry Continues to Grow

Never before have homes been so colorful, so attractive, so inviting. Modern women have discovered the invigorating magic of color; and leading decorators urge its use with frank sincerity. This glorious new shade of Mulberry will bring new inspiration to any room—and will transform dull rooms into cheerful, inviting ones. There is a feeling of quiet luxury and refinement about this rich color.

Standard	ld Material	PRICE LIST
0-12 fta	bout 42 lbs.	\$32 <u>85</u>
81/4×101/2 ft	."35."	2930
6x9 ft 4x6 <sup>3</sup> / <sub>4</sub> ft	."21 . " "10 . "	920
36x63 in	." 6."	500
30x54 in	." 4."	. 360

## Also in the Following Widths by Any Length

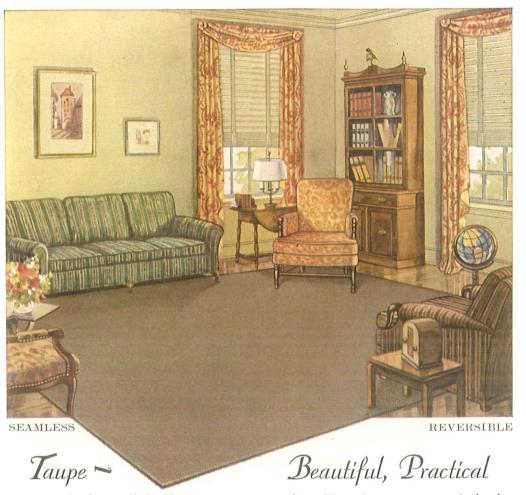
WIDTHS Only	100t 100t 100t
ar in mide by	any length 1 lb \$ .78
se in mide by	any length 11/4 lbs 1_05
E st enide by	any length 1.90
7 st mide by	any length 23/4 lbs 2.70
9 ft mide by	any length 3 1/2 lbs 3.45
11 ft. wide by	any length 4 1/4 lbs 4.22

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

## Modern Design In Wood Tones

The modern American influence in rug design has definitely arrived. In this charmingly different rug, we have taken some of the striking features of modern design and combined them with the sturdy charm of Early American hand-woven effects. The result is a rug that may well be used with any type of furniture, and in a room of any period from Early American to a modern interior. The mellow beauty of a richly grained parquet floor is reproduced by a careful blending of various tones of taupe, brown, rust, beige, ecru, oak and tan.





TAUPE is always distinctive—never commonplace. There is no more practical color for a rug. Stands abusive wear and always looks good—always cheerful, comfortable and charming. Taupe is appropriate for any room in the home—upstairs or down. Note how agreeably the broad expanse of Taupe harmonizes with the walls, drapes and furniture in the living room above. Picture this attractive rug in your own home. The nap is rich, deep and long-wearing and the same on both sides. Luxuriously soft underfoot. State clearly whether you want your rugs with a border or without.

## Number 9001—Without Border Number 9006—With Border

	Old Material YOU SEND about 42 lbs.		Border
	ft" <b>35</b> ."		
6x9 ft	21 . "	1525	1635
4x63/4 ft.		755	820
36x63 in	6."	420	4 55
<b>30x54</b> in	" <b>4</b> ."	310	325
SIZES	Old Material YOU SEND	Without Border	Border
5x8 ft	.about 15 lbs.		
	···"···14··"·· ···"···19··"··		0.90 4.50
7x9 ft	"25 "	17.75 1	9.05
8x8 ft	"25"	18.05 1	9.40
8x11 ft	"34 "	24.75 2	6.65
9x9 it	"31 "	22.75 2	4.55

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

9x15 ft..... "...52.. ".. 38.35

10x10 ft...."...39...".. 28.40 10x13 ft...."...51...".. 36.90

11x12 ft.... "...51.. ".. 37.50 11x14 ft.... "...60.. ".. 43.75

12x15 ft.... "...70 .. ".. 51.05

27x42 in..."... 3..".. 2.20

#### For Special Size Rugs or Runners see page 54



41,20

39.70

47.05

55.00

2.40

	Old Material YOU SEND	
9x12 ft	.about 42 lbs	\$32 <u>85</u>
81/4x101/5	tt." <mark>35</mark> ."	2930
6x9ft	"21 . "	1825
4x63/4 ft.	"10 . "	920
36x63 in		500
	1	
9x15 ft 11x12 ft 11x15 ft 11x18 ft RUNNERS	Old Material (OU SEND about 52 lbs5164	LIST . \$46.00 . 44.95 . 56.30 . 67.25
27 in. x 9 ft	8	6.85
27 in. x 12	ft" <b>11</b> "	9.10
	<b>^</b>	

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

## Persian Beauty

Superby Oriental beauty—expertly woven into this exquisite adaptation of a 16th Century Masterpiece. Rich Oriental shades of red in the background are a most delightful setting for this rare Persian design. Note how beautifully a luster-effect is permanently woven in. Seamless and Reversible with the same lovely pattern on both sides.





	Old Material YOU SEND .about 42 lbs	
$8\frac{1}{4}$ x $10\frac{1}{2}$	ft." <b>35</b> ."	. 2930
<b>3x9</b> ft	"21."	1825
1x63/4 ft	"10."	. 920
Other	Old Material YOU SEND	PRICE
SIZES	YOU SEND	LIST
9x15 ft	about 52 lbs	\$46.00
11x12 ft	51	44.95
11x131/2ft.	58 . "	50.65
RUNNER		
27 in. x9 ft		6.85

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

## Modern Design

In this charmingly different rug, we have taken some of the striking features of modern design and combined them with the charm of Early American hand-woven effects. The result is a rug that may well be used with any type of furniture, and in a room of any period from Early American to a modern interior. Simplicity and a dramatic use of diagonal block design, mellowed by a careful blending of various tones of taupe, brown, rust, biege, ecru and sage green, give it great distinction as well as practicality. The pile is deep and luxurious on both sides. Every rug seamless and reversible.

Standard SIZES	Old Material YOU SEND about 42 lbs	
81/4×101/	2ft"35.". "21.".	2435
4x63/4 ft	" <b>10</b> .". 1" <b>6</b> .".	755
30x54 in	1 4	310

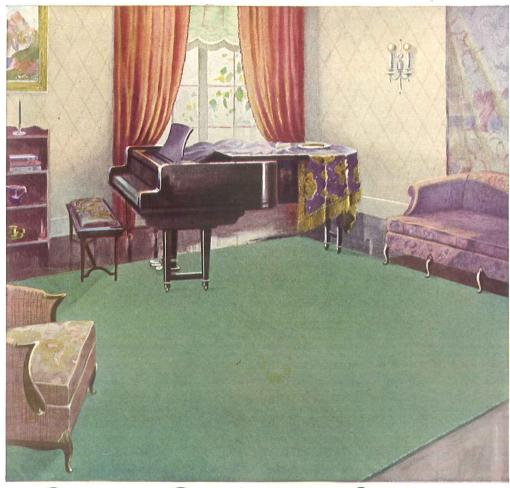
Other	Old Material PRICE
SIZES	YOU SEND LIST
	.about 15 lbs. \$11.30
6x6 ft	···"···14··"·· <b>10.15</b>
6x8 ft	"···19··"·· <b>13.45</b>
	"25" <b>17.75</b>
	···"···25··"·· <b>18.05</b>
	"34 " <b>24.75</b>
	···" ··31··"·· <b>22.75</b>
	···"···52··"·· <b>38.35</b>
	"39" <b>28.40</b>
	"51 " 36.90
	"···51··"·· 37.50
	" 60 " 43.75
	"70" <b>51.05</b>
27x42 in.	" 3" 2.20
	<b>A</b>

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

SEAMLESS

REVERSIBLE



## Grey Green - a Delight to the Eye

NE of the very latest color creations that has found instant favor in the finest homes. Its popularity is easily explained—another beautiful, subdued, restful color that delights the eye. Green is very much in vogue

now. Many homes are furnished throughout in this practical new soft shade of Grey Green, which tones so well with other furnishings. Plain color rugs are in excellent taste and make any room seem more spacious.



Here is a most inviting color effect—a practical shade known as Rust that is so popular today. An intriguing color blend around which you can build fascinating new color effects. Here is a rug that will stand abusive wear and always look good—always distinctive and smart. Its adaptability to varied color schemes makes it first choice of many leading decorators.

Olson Rug Co. Chicago, New York, San Francisco

## Number 2106—With Border Number 2101—Without

Standard SIZES	Old Material YOU SEND	Without Border	
9x12 ft	about 42 lbs	\$2740	2945
$8\frac{1}{4} \times 10\frac{1}{2}$	ft. ". <mark>35</mark> . "	2435	2620
6x9ft	"21."	1525	1635
4x63/4 ft.		755	820
36x63 in		420	455
30x54 in	4	310	325

Other Old Material Without SIZES YOU SEND Border	With Border
5x8 ftabout 15 lbs.\$11.30	\$12.10
6x6 ft"14" 10.15	10.90
6x8 ft"19" 13.45	14.50
7x9 ft "25" 17.75	19.05
8x8 ft"25" <b>18.05</b>	19.40
8x11 ft"34" 24.75	26.65
9x9 ft "31 " 22.75	24.55
9x15 ft "52 " 38.35	41.20
10x10 ft"39" 28.49	30.55
10x13 ft "51 " 36.90	39.70
11x12 ft"51" 37.50	40.30
11x14 ft"60" 43.75	47.05
12x15 ft"70" 51.05	55.00
27x42 in " 3 " 2.20	2.40

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

#### For Special Size Rugs or Runners see page 54



Above weights are one-fourth less than required. We make up differ-

ence by adding NEW WOOL FREE.

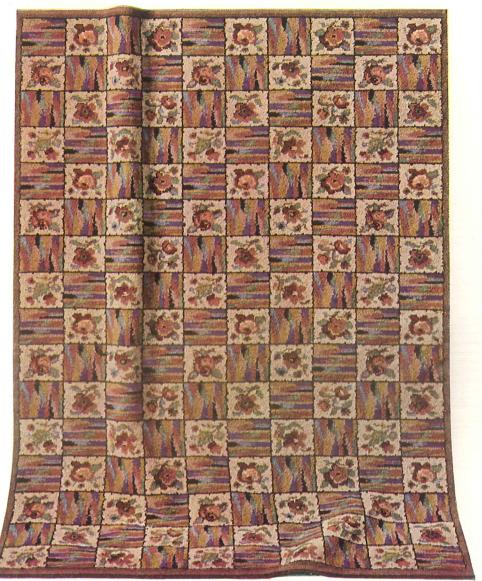
This pattern is made only in the sizes shown above

# A Masterpiece of Oriental Loveliness

Here is one of those rich Persian designs that possesses all the beauty and splendor of a priceless handmade Sarouk. Adapted from a century-old masterpiece, our artists have reproduced the graceful, balanced floral design and colors with remarkable fidelity. The ground is a soft tan taupe shade, and the border is a deep copper color. Soft colors carry out the delicacy of design so characteristic of genuine Sarouk Orientals. Woven Seamless and Reversible with the same exquisite pattern and rich-textured, deep nap on both sides for double the wear and luxury underfoot. Here is lasting Persian luxury that cannot be duplicated at double the price shown here.



Olson Rug Co. Chicago, New York, San Francisco



A rug that brings you true Early American Charm at small cost.

Olson Rug Co. Chicago, New York, San Francisco

## Number 92002

Standard SIZES	Old Material YOU SEND	
9x12 ft	.about 42 lbs	\$3285
81/4x101/2	ft."35."	2930
6x9 ft	····"···21·"···	. 1825
4x63/4 ft	"10. "	920
36x63 in		500

## Also in the Following Widths by Any Length

These	Old Mate	rial I	PRICE a
WIDTHS	SEND F	er i	running
Only	running fo	oot	foot
27 in. wide by	anylength. 1	lb	5 .78
36 in. wide by	anylength. 11	/4 lbs	. 1.05
4 ft. wide by	anylength. 11	/2 lbs	1.50
	any length. 2		1.90
6ft. wide by	anyl ength. 21	/4 lbs	2.30
7 ft. wide by	any length. 23	4 lbs	. 2.70
	any length. 3		
	anylength. 31	/2 lbs	. 3.45
10ft. wide by			. 3.85
	any length. 41		
12ft. wide by	anylength. 43	4 lbs	4.60

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

Why put up with worn rugs when you can send them away to the Olson factory and get back a rug as charmingly modern as the rug shown here? Early American is the vogue today and we consider this one of the loveliest reproductions of that mellow, graceful period. The lovely, soft colors are so varied that it will lend colorful freshness to practically any type of room setting. And the prices are a pleasant reminder that good taste need not be measured by price. Every rug Seamless, Reversible.

## A Rich Effect in Two Shades of Taupe

A HANDSOME rug in several shades of a rich, warm Taupe perfectly adapted to rooms of any period. Note how admirably it blends into the charming living room below. We recommend one and two tone rugs for rich simplicity and harmony, qualities so desired today. As you walk across this rug you have that pleasing sensation of sinking luxuriously into a thick, firm pile fabric. Our factory-to-you prices mean a big saving. Satisfaction guaranteed.

SEAMLESS REVERSIBLE BROADLOOM

## Number 3004

01	Old Material YOU SEND .about 42 lbs	PRICE LIST
81/4x101/	½ft" <b>35</b> .".	2435
6x9 ft	" <mark>21</mark> .".	1525
4x63/4 ft	" <b>10</b> .".	755
36x63 i	n" <b>6</b> .".	420
30x54 i	n" <b>4</b> .".	310

Other Old Material PRICE YOU SEND LIST
5x8 ftabout 15 lbs. \$11.30
6x6 ft"14 10.15
6x8 ft"19" 13.45
7x7 ft"19" 13.85
7x9 ft
8x8 ft
8x11 ft"34" 24.75
9x9 ft"31" 22.75
9x15 ft"52" 38.35
10x10 ft"39" 28.40
10x13 ft"51" 36.90
11x12 ft"51" 37.50
11x14 ft"60" 43.75
12x15 ft"70" 51.05
27x42 in" 3" 2.20
<b>A</b>

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54



Olson Rug Co. Chicago, New York, San Francisco



## <u> 1016 Number</u>

Standard SIZES	Old Material YOU SEND	PRICE
9x12 ft.	.about 42 lbs.	\$27 <u>40</u>
81/4x101/	½ft" <mark>35</mark> . "	2435
6x9 ft	"21 . "	1525
4x63/4 ft	"10 . "	755
36x63 in	1	420
30x54 in	n" 4."	310

Other SIZES	Old Material	
5x8 ft.	about 15 lb	s.\$11.30
6x8 ft.	19	13.45
7x9 ft.		. 17.75
8x8 ft.		18.05
9x9 ft.	" 31	22.75
9x15 ft		38.35
10x10 f	ft" <mark>39</mark>	28.40
10x13 f	ft" <b>51</b>	36.90
11x12 f	ft" <b>51</b>	37.50
	ft" <mark>60</mark>	
	ft" <b>70</b>	
27x42	in" 3	"·· 2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

#### For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE

## New Dark Taupe - Decidedly Modern, Serviceable

You just know that the occupants of this attractive restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rugs have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new shade of Taupe. A color that

will not show soil. A small colorful rug in front of a chair or davenport adds a decorative note. Not only will this exquisite color lend itself admirably to varied furniture and color schemes, but it will stand up under the most severe wear without losing its richness. For dark rooms we suggest the lighter Taupe shown on page eighteen.

SIZES	Old Material YOU SENDabout 42lbs	LIST
	ft. " <b>35</b> "	
<b>6x9</b> ft	" <mark>21</mark> . "	1825
4x63/4 ft.	" <b>10</b> ."	920
<b>36x63</b> in	" 6."	500
<b>30x54</b> in		360
Other	Old Material	PRICE
SIZES	YOU SEND	LIST
11x12 ft	about 51 lbs	\$44.95
RUNNER		
27 in.x9 ft	8	6.85
Above we	ights are one-fourt	h loon

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

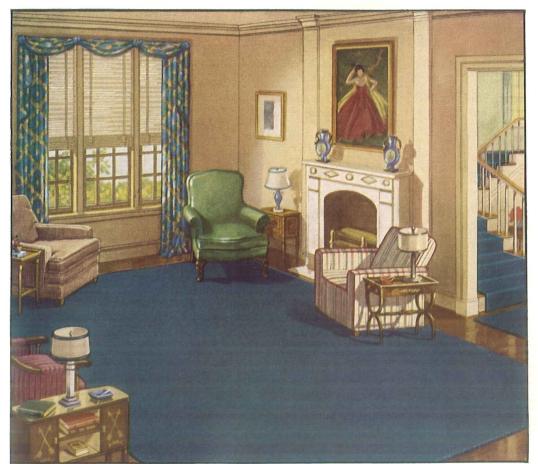
This pattern is made only in the sizes shown above

## Persian Design

MENTURIES old, this exquisite Persian pattern is today a treasured museum possession. You will love its permanent lustre-woven beauty. The same on both sides. Seamless. Especially rich in Persian designs and colorings that represent the preferences of a large number of rug lovers. The border is relieved by well defined units of colorful ornament, while the high-lighted rose tones in the field are an ideal setting for the lovely colors in the intricate design. You may send any color materials.

## AN EXQUISITE DESIGN—CENTURIES OLD





## Number 1001—Without Border Number 1006—With Border

Standard SIZES	Old Material		With Border
9x12 ft.	about 42 lbs	\$2740	\$29 <u>45</u>
$8\frac{1}{4} \times 10^{1}$	źft" 35 . "	. 2435	2620
6x9 ft	" <b>21</b> . "	1525	1635
4x6¾ft.	10	. 755	820
36x63 in		420	455
30x54 in	ı" <b>4</b> ."	. 310	325

Other SIZES	Old Mate	ND Borde	er Border
5x8 ft	. about 15	lbs .\$11.30	\$12.10
	"14		
		13.45	
		17.7	
		18.05	
		" 24.7!	
9x9 ft	" 31	" 22.7!	24.55
9x15 ft	" · · · 52	" 38.35	41.20
10x10 ft	" 39	" 28.40	30.55
10x13 ft	"51	36.90	39.70
11x12 ft	" 51	37.50	40.30
11x14 ft	" · · · 60	" 43.7!	47.05
12x15 ft	" 70	" 51.05	55.00
27x42 in	" · · · 3	" 2.20	2.40

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE



## No Wonder Blue is so Popular

PERHAPS no other color, with the exception of Taupe, has won such popularity in years as the soft, rich, new Blue shown above. This is the harmonious new Blue that all women are so enthusiastic about because it blends with so many decorating schemes and is a practical color. *Color* is the secret of beautiful rooms. You will be delighted with the change this rich color will make—a sure cure for monotony. State clearly whether you want your rug made with border or without.

# What Our Customers Say....

# ..what better proof of satisfaction can we offer than these letters?

"I saved ½ on my new Olson Rugs by sending old rugs and clothing. I was delighted with their colorful, modern beauty and velvet-like softness. They were exactly as pictured in the full-color catalogue."

Mrs. H. W. Wheaton, Wheaton, Ill.



#### Praises Improvements

"With this order I have 12 Olson Rugs in my home. I think that really speaks for itself, without my saying how pleased I am with the rugs. Really, all I can say is that I think they are getting richer and better looking all the time."

> Mrs. H. H. Schultz, Tippecanoe City, Ohio



#### From Niagara Falls

"Just to let you know that I received my Olson Rug this morning. The rug is perfectly lovely and we all admire it very much indeed."

Mrs. D. W. Schwartz, Niagara Falls, N.Y.



#### Proud of Rugs

"We received the rug O.K. and we sure were delighted and surprised to get such a beautiful rug.

"I have had my neighbors all in to look at it. I am so proud of it and so are they."

> Mrs. Carl Jass, 1302 Howett St., Peoria, Ill

## The Beautiful Warner Residence in Winnetka, III.

"I wish to thank you for the three beautiful new Olson Rugs which were delivered within a week after ordering. Everything was exactly as pictured. We are delighted with the colors, patterns, texture and workmanship. We know our new rugs will last for years because the rugs we purchased from you over ten years ago are still in good condition.

"Our old rugs, carpets, and clothing saved us considerable and the seamless and reversible features cannot be had except in costly store rugs. Thank you for your prompt service."

Mason Warner, Winnetka, Ill.



"I am delighted with my new rugs, and have spent considerable time admiring them. I shall be very happy to show them to my friends and pass along the catalogue to someone else. Thanking you for your promptness in sending them, Yours truly"

> Mrs. Luelle Hinkle, 2208 Ken Oak Road, Baltimore, Md.



#### From Long Island, New York



"I want you to know how pleased I am with my rugs. I think they are wonderful quality and I am delighted with them . . . "

Mrs. John B. Phillips, Sag Harbor, L.I., New York

# No Other Low Priced Rugs



ALL OLSON RUGS
are WOVEN SEAMLESS and
REVERSIBLE for double wear

The advantages of this superior type of weave over ordinary one-sided rugs is apparent. There are thousands of tightly twisted tufts in these finer Olson Rugs. The wool is all woven into the nap or wearing surfaces. Compare the extra depth and density of pile with any so called good grade one-sided rug and you will understand why Olson Rugs are giving the satisfaction we guarantee.

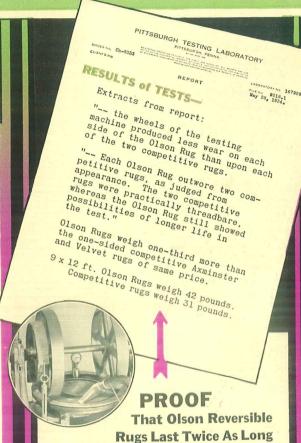
## 17 BIG REA Over 2 Million Custome

- 1 You Furnish Materials thus saving a large part of the cost of your rugs.
- 2 You Deal Direct With Factory which means YOU eliminate wholesalers, jobbers and retailers profits, expenses, rents, salesmen's salaries, etc.—a big saving.
- You Order By Mail direct from the great Olson factory, the most economical method of buying ever devised. In the quiet of your home, undisturbed by over-anxious salesmen, you can leisurely select the rugs best suited to the furnishings in your home.
- 4 Two Rugs in One. When one side is worn you have another fresh, new, deep nap surface on the other side with colors and patterns undimmed by use. Don't be misled by such advertisements as "Woven through to the back"—this does not mean "Reversible."
- J You Can Turn Olson Rugs four different ways to distribute the wear; ordinary one-sided rugs can be turned around only once. Think what this means in added wear.
- Twice As Soft Underfoot. A reversible Olson Rug is soft and quiet underfoot—thrilling luxury.
- 7 No Pads Are Needed. The added expense of a pad, so necessary when you buy thin, ordinary one-sided rugs, is now unnecessary because the under surface of an Olson Rug is actually BETTER than any pad.
- They Are Closely and Firmly Woven with plenty of body to make them lay smooth and flat without the need of a lot of glue sizing on the back. An Olson Rug is all rug. An Olson Rug is easy to clean.

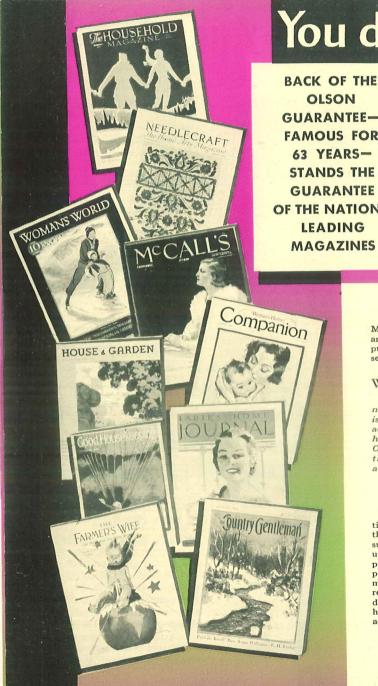
# HAVE ALL THESE ADVANTAGES

# SONS WHY rs Prefer OLSON RUGS

- 9 As Easy to Handle as a Wilton and the wool is all woven into the nap or wearing surface and not buried in the back where it only adds weight.
- 10 Woven Seamless in one piece up to 16 feet in width. No unsightly seams to wear threadbare prematurely.
- Richer Textured Weave than you will find in store rugs at twice the price.
- 12 Fast, Permanent Dyes that retain their beauty to the last. Our process renders all rugs moth-proof.
- 13 The Yarns Are Double Twisted by our special Olson Process to insure a wearing surface that will withstand many more years of wear.
- Widest Selection of Colors and Patterns, in a marvelously complete selection of all that is new. Exclusive patterns, colors and blends impossible to find in stores.
- Special and Large Sizes made to your order in 10 days to fit any room—a service you cannot find in any store. No need to put up with misfit rugs any longer.
- Satisfaction Guaranteed or money back. A guarantee proudly fulfilled for 63 years. Every rug carefully inspected and guaranteed perfect.
- 17 Over Half a Century of Experience as rug manufacturers. Sixty-three years of constant improvements. An organization of "rug specialists" that have also faithfully served the mothers and grandmothers of the present generation.



The Pittsburgh Testing Laboratory, outstanding engineers and chemists for fifty years, made above tests on a government type carpet testing machine designed by U. S. Bureau of Standards, Washington. They chose two 9x12 ft. Olson Rugs about to be shipped to customers and compared them with two 9x12 ft. one-sided rugs bought by mail from other sources and selected because they resembled in color and pattern and were identical in price to the Olson Rugs. The above report tells its own story.



You do not risk one penny..

OLSON GUARANTEE-FAMOUS FOR 63 YEARS-STANDS THE GUARANTEE OF THE NATION'S LEADING MAGAZINES

Through the pages of the nation's great magazines, Olson Rugs have been a household word for over half a century.

## The GUARANTEE of WOMAN'S WORLD Magazine to Its Readers

"We stand back of every advertisement appearing in WOMAN'S WORLD.

"We guarantee these advertisements because we believe advertised goods offer you fullest protection, highest quality and more service.

"We will refund your money if you are not satisfied with the value received or treatment given by any advertiser in WOMAN'S WORLD."

#### NEEDLECRAFT

"All advertisements in Needlecraft Magazine are absolutely guaranteed if we are notified within three months of the purchase that the goods are not as repre-

## Woman's Home Companion

"The appearance of an advertisement in Woman's Home Companion is a specific warrantee of the product advertised and of the integrity of the house sponsoring the advertisement. Only those products which live up to the claims made for them can be advertised in these pages."

#### FARMER'S WIFE

"The publishers do not accept advertisements without satisfactory proof of the reliability of the advertisers. If any subscriber sustains loss by being imposed upon by advertisers in our columns, the publishers agree to make good such loss, providing the FARMER'S WIFE was mentioned in writing the advertiser and report of loss was made within twenty days, if it is found the advertiser did not have good commercial standing when advertising was accepted."

## Good Housekeeping

"YOUR GUARANTY-GOOD HOUSE-KEEPING'S policy is to make its advertising pages a thoroughly reliable and trustworthy source of information.

"Before it accepts the advertising of any product, Good Housekeeping carefully investigates its merit . . . GOOD HOUSEKEEPING, further, examines every advertisement offered to it for publication and makes every effort to assure itself that essential claims are justified.

AND THIS IS YOUR GUARANTY: If you purchase any product advertised in GOOD HOUSEKEEPING and find it unsatisfactory, we will carefully investigate your complaint. If the product is defective it will be replaced or your money refunded. This guaranty applies to every product, . . . that is advertised in Good Housekeeping."

#### MCCALL'S

"TRUTH IN ADVERTISING-McCall's will not knowingly insert advertisements from other than reliable firms."

We print here only a few of the many magazines used.

PRICE Standard Old Material SIZES YOU SEND LIST 9x12 ft...about 42 lbs.\$3285 81/4x101/2 ft. "...35. "... 2930 4x63/4 ft....."...10 . .... 920 36x63 in...."... 6."... 500 30x54 in...."... 4."... 360 Other Old Material PRICE SIZES YOU SEND 11x13 ft .... about 53 lbs ... \$48.70 

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

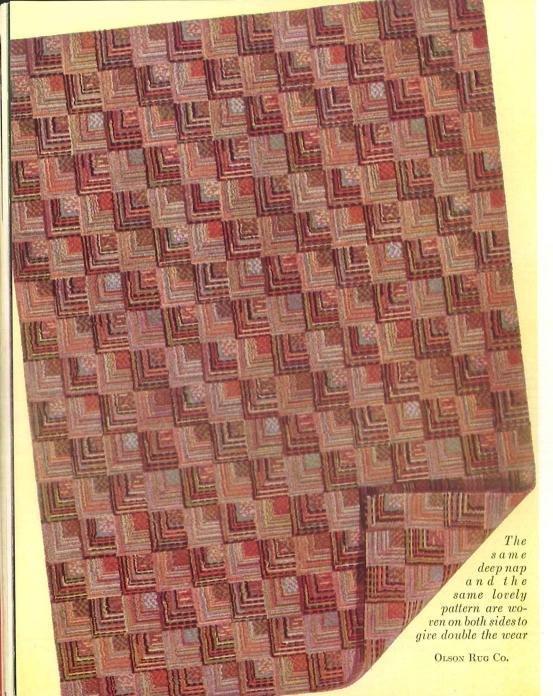
This pattern is made only in the sizes shown above

## A Masterpiece of Oriental Loveliness

TERE is one of those rich Persian designs that possesses all the beauty and splendor of a priceless handmade Sarouk. Adapted from a century-old masterpiece, our artists have reproduced the graceful, balanced floral design and colors with remarkable fidelity The ground is a deep, rich wine red for which Sarouks have been famous for generations. Soft colors carry out the delicacy of design so characteristic of genuine Sarouk Orientals. Woven Seamless and Reversible with the same exquisite pattern and rich-textured, deep nap on both sides for double the wear and luxury underfoot. Here is lasting Persian luxury that cannot be duplicated at double the price shown here.



Olson Rug Co. Chicago, New York, San Francisco



Standard SIZES	Old Material YOU SEND	
9x12 ft	about <b>42</b> lbs	\$32 <u>85</u>
81/4x101/2	ft." <b>35</b> ."	2930
6x9 ft	" <mark>21</mark> . "	1825
4x63/4 ft.	"10."	. 920
36x63 in		· 500
30x54 in	"4."	360

## Also in the Following Widths by Any Length

These	Old Material	PRICE a
WIDTHS	SEND per	running
Only	running foot	foot
27 in. wide	by any length. 1	lb \$ .78
	by any length1 1/4	
4 ft. wide	by any length11/2	lbs 1.50
	by any length2	lbs 1.90
6 ft. wide	by any length 21/4	lbs 2.30
7 ft. wide	by any length 23/4	lbs 2.70
8 ft. wide	by any length3	lbs 3.05
9 ft. wide	by any length31/2	lbs 3.45
10 ft. wide	by any length. 4	lbs 3.85
11 ft. wide	by any length . 41/4	lbs 4.22
12 ft. wide	by any length . 43/4	lbs 4.60
14 ft. wide	by any length . 51/2	lbs 5.35

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

## A Great Favorite

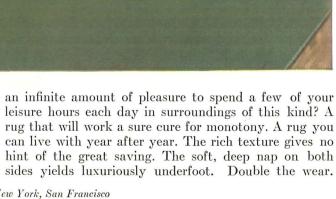
This delightful Early American pattern with its exquisite blend of colors gives an effect so fresh and appealing that we feel you, too, will find it irresistible. Customers everywhere are enthusiastic in their praise of this unusual and wholly charming rug. A great variety of colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here's a sure tonic for that tired room, for nothing is more truly modern today than Early American. Every rug is woven Seamless and Reversible.

Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft	about 42 lbs.	\$27 <u>40</u>
81/4x101/2	ft" <b>35.</b> "	2435
6x9ft	" <mark>21</mark> ."	1525
4x63/4 ft.	"10."	755
36x63 in	ı" <b>6</b> ."	420
30x54 in	1" 4."	. 310

Other	Old Material	PRICE
SIZES	YOU SEND	LIST
5x8 ft	about 15 lbs.	11.30
6x6 ft	"14"	10.15
6x8 ft	"19"	13.45
7x7 ft	"19"	13.85
7x9 ft	"	17.75
8x8 ft	"	18.05
8x11 ft	" 34 "	24.75
9x9 ft	"	22.75
9x15 ft	"	38.35
10x10 ft.	"39"	28.40
10x13 ft.	"	36.90
11x12 ft.	" 51 "	37.50
11x14 ft.	"60"	43.75
12x15 ft.	"70"	51.05
27x42 in.	" 3 "	2.20
	A	

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.







### Number 7001 =

Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12  ft.	. about 42 lbs	\$27 <u>40</u>
81/4x101/	2ft" <b>35</b> ."	2435
6x9 ft	" <mark>21</mark> ."	1525
4x63/4 ft	" <mark>10</mark> ."	7 55
36x63 in	1" <b>6</b> ."	420
30x54 ir	1" <b>4</b> ."	310

SIZES	Old Material YOU SEND about 15 lbs	LIST
	"14".	
6x8 ft	"19".	13.45
7x9 ft	"25 ".	17.75
	" 25 " .	
	"34 ".	
9x9 ft	" 31 ".	. 22.75
9x15 ft	"52".	. 38.35
	"39".	
10x13 ft.		36.90
11x12 ft.		. 37.50
11x14 ft	"60".	43.75
12x12 ft		40.90
12x14 ft	"65 ".	47.70
27x42 in		2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

Rose ~ a lovely, two-tone Blend

SEAMLESS REVERSIBLE

Paintiness reigns in this charming bedroom. Bedrooms have come into their own at last. And properly so, for one's bedroom is the one room each member of the family can call his

or her very own. Here, preferences may be expressed freely. Observe how great a part the rich, soft, Rose rug plays in the decorative effect. Just picture this lovely rug in your own home.

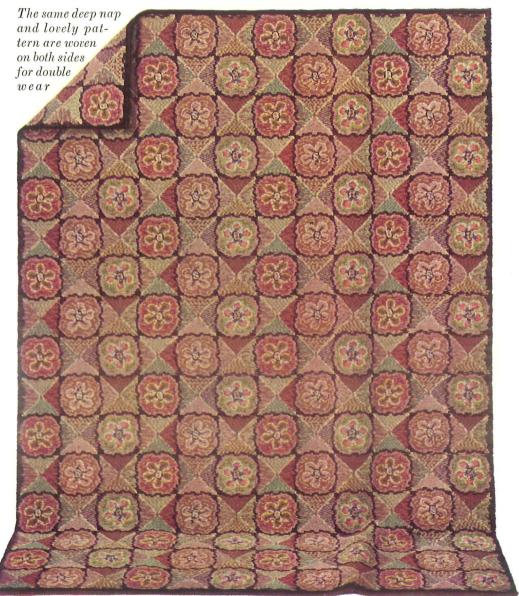
	Old Material YOU SENDabout 42 lbs	LIST
81/4×101/	2 ft. " 35 . "	2930
6x9 ft	"21."	. 1825
4x63/4 ft	"10."	. 920
36x63 in	1 6. "	500
30x54 in	1	360

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Early American

TE are proud to offer this lovely, authentic Early American design as another contribution to that delightful vogue that is sweeping the country. The soft shades of taupe, tan, rust, terracotta and ecru, accented with pastel greens, form a splendid foundation for any color scheme —colors that are sure to find an answering accent in your present decorating plan. The variety of blending colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here is a sure tonic for that tired room. For nothing is more truly modern today than Early American. A luxuriously deep-textured rug that is woven seamless and reversible.



Olson Rug Co. Chicago, New York, San Francisco

### RICH SAROUK DESIGN-LUSTERED TAUPE FIELD



### Number 97007=

SIZES	Old Material YOU SEND	LIST
9x12 ft	about 42 lbs	\$32 <u>85</u>
81/4×101/	½ft." <b>35</b> . "	2930
	" <mark>21</mark> . "	
	"10 . "	
	1" 6 . "	
	1" 4."	
Other SIZES	Old Material YOU SEND	
	about 53 lbs	48.70
Runner 27 in.x9	ft" 8"	6.85

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Sarouk Pattern

Here is one of those rare Persian designs that possesses all the beauty and splendor of a priceless handmade Sarouk. Adapted from a century-old masterpiece, our artists have reproduced the graceful, balanced floral design and rich colorings with remarkable fidelity. The ground is of rich blended tones of Taupe giving a delightful luster effect. Soft colorings of deep rose, old golds, greens, rust, terra cotta and ecru in the design serve to carry out the delicacy of feeling so characteristic of genuine Sarouk Orientals. Made Seamless and Reversible with the same pattern and rich-textured, deep nap

on both sides for double the wear.

### Number 2201 <u></u>

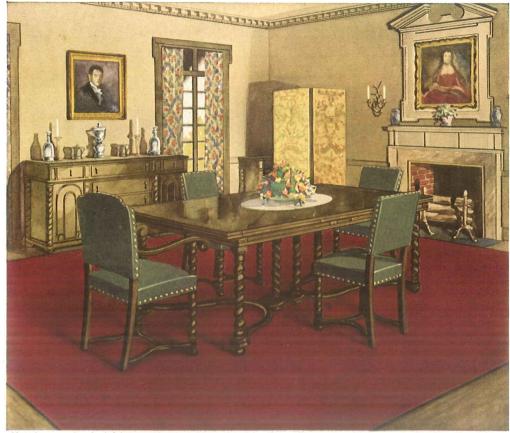
Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft.	.about 42 lbs.	\$2740
81/4x101/	½ft" <b>35.</b> "	2435
6x9ft	"21."	1525
<b>4</b> x6¾ ft	"10."	7 55
36x63 in	1" <b>6.</b> "	420
30x54 in	n" 4."	310

omer on management	RICE .IST
5x8 ft about 15 lbs . \$1	1.30
6x8 ft	13.45
7x9 ft "25 " 1	17.75
8x8 ft	18.05
8x11 ft "34 " 2	24.75
9x9 ft " 31 " 2	22.75
9x15 ft " 52 " 3	38.35
10x10 ft "39 "	28.40
	36.90
11x12 ft "51 " 3	37.50
11x14 ft "60 "	13.75
	51.05
27x42 in" 3".	2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

### For Special Size Rugs or Runners see page 54

SEAMLESS REVERSIBLE



Note how much colorful interest the rug adds to this friendly, mellow room with its siurdy Jacobean furnishings.

# Royal Red - A Magnificent, Regal Color

Can't you just picture the transformation that this beautiful, deep red rug will make in your dining room, living room, library or entrance hall? A fashionable, plain-toned rug that will bring richness, warmth and a feeling of luxury to the most expensively furnished interior—and give a spacious, distinguished air to even your

most unpretentious room. A sturdy, rich-textured, deepnapped rug that yields luxuriously underfoot. A rug that is woven seamless and reversible to give added years of wear for the much used room. I urge you to order this rug—you will not be disappointed. You can send old materials of all kinds and colors. Save ½ this easy way.





Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

# A New Blend - Copper Taupe

What could be more practical for any room where hard wear is expected than this luxurious, all-purpose figured rug? A two-tone blend in the soft new Copper Taupe shades so harmoniously restful, so delightfully different, that it presents an entirely new idea in planning your decorating schemes. A distinctive, rich textured rug that will bring personality, hospitality and good taste to your dining room, living room or bedrooms. Made without border only, as shown. The key to modern decorating is simplicity.

SEAMLESS REVERSIBLE

BROADLOOM

Olson Rug Co. Chicago, New York, San Francisco

5	Standard Old Material YOU SEND	ı	RICE IST	
4	9x12 ftabout 42 lbs.	\$3	285	
-	81/4x101/2 ft."35".	2	930	
(	6x9 ft	1	825	
-	4x6¾ ft"10 . "		920	)
	36x63 in" 6."		500	)
,	30x54 in" 4."		360	
	Other SIZES YOU SEND 10x10 ft about 39 lbs 11x12 ft "51 "58 "11x13½ ft "64 " RUNNERS "8 "	\$34. 44. 50. 56.	05 95 65	
	27 in. x 9 ft " 8 " 27 in. x 12 ft " 11 "	9.		
	Above weights are one-fo	urth	less	

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

### Rich, Practical

A NEW Olson creation in one of the loveliest Oriental designs. Here are colors that will enchant you—reproduced with startling fidelity from a priceless hand-woven Persian rug. The rich background of Taupe offers a most effective contrast to the soft shades of blue, rose, old gold and green in the rich design. Woven without seams with the same deep-textured design on both sides—two rugs in one. Luxuriously soft underfoot like a high priced Wilton rug.

### GRACEFUL PATTERN IN BEST PERSIAN TRADITION





Standard SIZES	Old Material YOU SEND	PRICE LIST
	about <b>42</b> lbs	\$32 <u>85</u>
81/4×101/2	ft." <mark>35</mark> ."	2930
6x9 ft	" <mark>21</mark> ."	1825
4x63/4 ft.	" <mark>10</mark> ."	920
36x63 in	ı <mark>" 6</mark> ."	. <u>5º0</u>
30x54 in	1 <mark>" 4</mark> ."	360

### Also in the Following Widths by Any Length

These		Old Materia	
WIDTHS		SEND per	
	Only	running foot	foot
	27 in. wide	by any length1	lb \$ .78
	36 in. wide	by any length 1 1/4	lbs 1.05
	4 ft. wide	by any length 11/2	lbs 1.50
	6 ft. wide	oy any length 2 1/4	lbs 2.30
	8 ft. wide	by any length3	lbs 3.05
	9 ft. wide	by any length31/2	lbs 3.45
	10 ft. wide	by any length4	lbs 3.85
	11 ft. wide	by any length . 4 1/4	lbs 4.22
	12 ft. wide	by any length43/4	lbs 4.60



Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

SEAMLESS

REVERSIBLE

Living room-dining room in the Country Home Magazine's famous World's Fair model home.

# Fashionably New and Serviceable Design in Taupe

Utra smart and modern, plaid rugs bring to any room that note of distinction so eagerly sought by the modern woman. Designed for the Country Home Magazine's model World's Fair home, this practical rug has proved a great favorite. Your selection of one of these

rugs is sure to arouse admiration for your good taste. The rich simplicity of design in conservative tones of taupe is admirably suited for varied roles from Modernistic to Early American. The deep-textured, reversible weave gives a feeling and appearance of great luxury.

### Number 37037 <u>=</u>

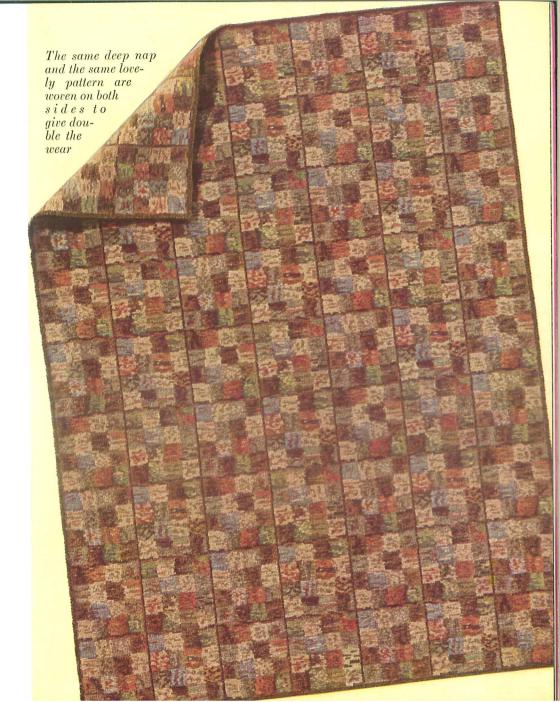
### Also in the Following Widths by Any Length

These WIDTHS SEND per running foot 27 in. wide by any length... 1½ lbs... 3.45 9 ft. wide by any length... 1½ lbs... 3.45

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

# Early American

THERE is a charm about things Larly American to which nearly everyone sooner or later succumbs. "The tremendous popularity of Early American continues," writes the Decorating Editor of the Ladies' Home Journal magazine. There is something so homey, refreshingly gay, friendly and typically American about this sturdy style. Can't you just picture the charm of this practical Early American rug in your home, with its rich, soft colors? And its deep piled texture will bring authentic Early American character to your home. A modern tonic for any room in the home. Every rug is woven seamless, reversible.





Other SIZES				PRICE
5x8 ft	_			
6x6 ft	"	14	"	10.15
6x8 ft				
7x9 ft	"	25	"	17.75
8x8 ft	"	25		18.05
8x11 ft				
9x9 ft				
9x15 ft				
10x10 ft.				
10x13 ft.		51	"	36.90
11x12 ft.				
11x14 ft.	"	60	"	43.75
12x15 ft	"	70		51.05
27x42 in	"	3	"	2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

# REVERSIBLE SEAMLESS Taupe and Green All Purpose

This inviting all-year-round sun room could easily become the most popular room in the home—for it combines comfort, fresh colorful beauty, cheeriness and up-to-dateness. Try to picture this livable room without the rug and you will realize the important part this Olson Rug plays in the charm of this interior. It is a lux-uriously soft, deep-napped reversible rug in which two

of nature's most practical colors, green and taupe, have been blended—restful colors appropriate in any room. Note how perfectly the rug harmonizes. The vogue today is one of rich simplicity, which endows furnishings of an older period with new charm. Many a commonplace room needs only the magic of a colorful, modern Olson Rug like this to become a setting of rare charm.

Number 5101—Top Rug Number 1301—Center Rug Number 5601—Bottom Rug

Standard SIZES	Old Material YOU SEND	PRICE
9x12 ft.	about <b>42</b> lbs	5 \$27 <u>40</u>
81/4×101/2	2ft." <b>35</b> .".	2435
6x9 ft	" <mark>21</mark> .".	1525
4x63/4 ft.	" <b>10</b> ".	7 55
36x63 in	1" 6."	420
30x54 in	1" <b>4</b> .".	310

Other SIZES	Old Material PRICE YOU SEND LIST
5x8 ft	.about 15 lbs. \$11.30
6x6 ft	
6x8 ft	" 19 " 13.45
7x9 ft	"25 " 17.75
	" 25 " 18.05
9x9 ft	"31 " 22.75
9x15 ft	"52 " 38.35
10x10 ft.	" 39 " 28.40
10x13 ft.	" 51 " 36.90
11x12 ft.	" 51 " 37.50
11x14 ft.	" 60 " 43.75
12x15 ft.	" 70 " 51.05
27x42 in	" 3 " 2.20
	<b>A</b>

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

### New Color Blends

What could be more practical for any room where hard wear is expected than these luxurious, all purpose, figured rugs. Blends so harmonious, so delightfully different, that they present an entirely new idea in planning your decorating schemes. Woven without border only, as shown.



### FAMOUS 16TH CENTURY ORIENTAL DESIGN



### Number 12022

	Old Material YOU SEND	
9x12 ft	.about 42 lbs	\$3285
81/4×101/2	ft." <b>35</b> ."	2930
6 <b>x9</b> ft	" <mark>21</mark> ."	1825
4x63/4 ft	"10."	920
Other	Old Material	PRICE
SIZES	YOU SEND	LIST
9x15 ft	about 59 lbs	S46 00

Other Old Material PRICE SIZES YOU SEND LIST 9x15 ft...about 52 lbs..\$46.00 11x15 ft...".64."...56.30 RUNNERS 27 in.x9 ft...".8..".6.85

1

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Persian Beauty

This exquisite pattern with its wealth of soft, blending Persian colors, will impart a world of character to any room in your home. The field is of midnight blue upon which are woven intricate Persian traceries and rich arabesques faithfully reproduced from a famous 16th Century Oriental. The border is a deep Chinese red. Here is rich-textured luxury at a sensational saving. Woven Seamless and Reversible to give double wear.

SIZES	Old Material YOU SEND	LIST
9x12 ft.	about 42 lbs.	3200
81/4×101/	½ ft. " <mark>35.</mark> "	2930
6x9 ft	"21."	1825
	"10."	
	n" 6."	
30x54 i	n" <b>4</b> ."	360
0	Old Material	
SIZES	YOU SEND	
	about 52 lbs	
11x12 ft.		44.95

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

# Chinese Motif

THIS beautiful rug will bring to your home at small cost, all the soft, rich beauty of design and coloring of one of the most fascinating Chinese Oriental masterpieces. This distinguished new design was first shown in our exhibits at the World's Fair and won instantaneous success. A rug that will bring fresh new charm to any room. The field is in the popular new Rust shade set off with a handsome green border. The lustrous, high-lighted effect is permanently woven in. Every rug Seamless and Reversible.



PAGE 43

Olson Rug Co. Chicago, New York, San Francisco





Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft.	.about 42 lbs.	\$2945
	⁄2ft"… <b>35</b> . "	2620
6x9 ft	" <mark>21</mark> ."	1635
	t" <b>10</b> ."	O 20
36x63 i	n" 6."	4 55
30x54 i	n" <b>4</b> ."	325

Other SIZES				PRICE LIST
5x8 ft	.abo	ut 15	lbs.	\$12.10
6x8 ft	"	19	"	14.50
7x7 ft	"	19		14.90
7x9 ft	"	25		19.05
8x8 ft	"	25	"	19.40
8x11 ft	"	34		26.65
9x9 ft	"	31	"	24.55
9x15 ft	"	52		41.20
10x10 ft	"	39		30.55
10x13 ft	"	51		39.70
11x12 ft	"	51		40.30
11x14 ft	"	60		47.05
12x15 ft	"	70		55.00
27x42 in	"	3	"	2.40

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

# Grey Green - Lovely, Modern, Serviceable

This is another new color creation, achieved by combining two restful shades of green in an artistic and beautiful rug that fits in with almost any scheme of decoration. It imparts to any room a subdued elegance that is charming, making a smartly modern background of rich simplicity. Grey Green has gained the approval of

leading interior decorators because it is so practical and harmonious. As a color it is restful to the eye; and stands up under severe wear without showing soil. The nap on both sides is luxuriously deep, giving that rich, soft feeling we associate with costly rugs. Note on opposite page the complete transformation when only the rug is changed.

Standard SIZES		
9x12 ft.	.about 42 lbs	\$2945
81/4x101/	½ft" <b>35</b> ."	2620
<b>6x9</b> ft	· · · " · · · · 21 · " · · ·	1635
4x6¾ ft	" <u>10</u> ."	820
36x63 is	n" <mark>6</mark> ."	4 55
30x54 in	n" <b>4</b> ."	325

	Old Material PRICE
	TOU OLIVE
3x8 It	.about 15 lbs .\$12.10
6x8 ft	"19" 14.50
7x7 ft	"19" 14.90
7x9 ft	
8x8 ft	"25" 19.40
8x11 ft	" 34 " 26.65
9x9 ft	"31" 24.55
9x15 ft.	···"···52··"·· <b>41.20</b>
10x10 ft	"···39··"·· 30.55
10x13 ft	"51 " 39.70
11x12 ft	
11x14 ft	60 47.05
12x12 ft	
12x15 ft	"70 " 55.00
27x42 in	" 3 ". 2.40

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54



# Dark Taupe - for a Rich Modern Effect

Wrug values besides good wearing quality and low price. If you are looking for a rug that suggests cozy comfort, warm friendliness, enjoyable every-day living and rich harmony—all in excellent taste—we believe this practical new color is deserving of your particular attention.

Dark Taupe gives the ensemble of decorations and furniture a quiet and rich beauty difficult to surpass. Excellent for any room with the possible exception of a dark room where the lighter Taupe on page eighteen is suggested. Why even consider a one-sided rug when you can get a seamless, reversible Olson Rug to give twice the wear?



Standard SIZES	Old Material YOU SEND	PRICE LIST
9x12 ft.	.about 42 lbs	\$32 <u>85</u>
81/4×101	⁄2ft." <b>35</b> .".	2930
6x9 ft	"21 . ".	. 1825
4x63/4 ft	" <mark>10</mark> .".	920
36x63 i	n" 6 . ".	500
30x54 i	n" 4 .".	. 360

Other Old Material PRICE SIZES YOU SEND LIST 9x15 ft . . . about 52 lbs . \$46.00 RUNNER 27 in.x 9 ft . . . . . 8 . . . . 6.85

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the sizes shown above

## Woven-in Eustre

A BEAUTIFUL Persian design woven in soft, rich Oriental "high-lighted" colors on a background of blended tones of Taupe. This lovely rug brings you all the captivating charm of the Orient at low prices never before possible. The sumptuous luster-effect is "woven in," and will last as long as the rug. Woven seamless and reversible to give double the wear, with the same rich pattern on both sides.



# Read What Magazine Editors Say **About OLSON RUGS**

### from BETTER HOMES & GARDENS-

"Think of being able to use old carpets and materials to obtain rugs like these . . . '

### from CHILD LIFE-

"All of us here on the magazine have been familiar with Olson Rugs for years. We know from first hand experience how lovely they are in color, pattern and texture."

### from DELINEATOR -

"For it (the rug) is one of those amazing manufactured products, woven from old wool which is collected and sent in . . . '

### from FARMER'S WIFE -

"... attractive floor coverings that will give many years of service . . . good designs . . . you will be pleased with their color combinations, too."

### from GOOD HOUSEKEEPING -

"For the floor we found a *berfect* rug combining tan with soft orange, taupe, rust and turquoise green in the Cape Cod design. It is made of old rugs, thoroughly cleaned and was inexpensive."

-writes Helen Koues, Director, in article "The Studio Builds a Nursery."

### from HOUSEHOLD MAGAZINE -

"... they are real rugs of excellent grade and bear no trace of their former estate."

### from COUNTRY GENTLEMAN-

"... It looks like an expensive, deep-piled broadloom in a lovely wood-brown color . . . quite inexpensive woven of old carpets and clothing . . .

### from PICTORIAL REVIEW -

"... a boon to housewives ... soft texture and wide range of solid colors and interesting patterns make this product as attractive to the eye as to the purse . . .

### from WOMAN'S WORLD -

"... the weavers are particularly clever in reproducing the frieze effect of expensive broadlooms and you can have almost any smart color you choose. These rugs are heavy and durable, and are grand for any room."

Below are a few of the magazines in which similar editorials on Olson Rugs appeared.



# Unsolicited Letters and Endorsements

# We Have Received Over 200,000 Unsolicited Testimonials Like These

"My rugs were received yesterday and I am delighted with them. They are far beyond my expectation and my neighbors are high in their praises of them. Am sending you names of interested persons. If you have any prospective customers in this vicinity...you may refer them to me for demonstration. I had never seen your rugs but I'll admit there is no need to hesitate in sending you material..."

Mrs. N. S. Johnson, Ladoga, Ind.



"I'm from Missouri . . . '

"The rugs arrived safely and we are charmed with them. They are certainly improved from years ago, The lovely colors and rich texture are wonderful."

Mrs. M. Mather, Ferguson, Mo.



Delighted With Rugs

"We, my family and I, are more delighted than we can express in words with the beautiful rug which you have just sent us. The color, the weave, indeed everything about it is just perfect. One of my neighbors fell in love with the rug and I have passed on my catalog to her.

Mrs. A. Maguire, 1300 Argonne Drive Baltimore, Maryland

### SHORT ENTHUSIASTIC EXPRESSIONS

"I was particularly impressed with the prompt and business-like way in which you handled my order."

Mrs. B. H. Brown, Rising Sun, Md.

"They are ornamental as well as practical, It is at least ten years since I had some made by you, and what an improvement."

Mrs. F. W. Bidwell, Lawrence, Mich.

"Thank you for being so prompt in sending my rugs.... Very truly a pleased customer."

Mrs. E. O. Davis, Fort Worth, Texas.

"Our Rugs are indeed but another evidence of the achievements of modern artistry done in the inimitable fashion of Olson. Thank you so much for their beauty and your courteous attention."

Mrs. J. D. E., Washington, D. C.

### A Customer Tells You This "True Story"

"It is with great pleasure that I can acknowledge, and recommend 'Olson Rugs' to be used in the rarest old Colonial house or in any modern home or apartment of to day. My rugs came beautifully packed and they are a sensation ...

"... First I must tell you I am very much pleased with them myself. Everyone says, 'If you can please me they are perfect.' The colors are marvelous and they are finished so well on the edges. Here is another compliment I will pass on to you. A friend of mine recently bought some real Persian rugs and she says mine look as good as hers—that my Olson Rugs are not only pretty, but gorgeous."

Mrs. Austin Kendall, 801 Randolph St., Huntsville, Ala.



# From The HOUSEHOLD MAGAZINE The official stamp of

approval of this great magazine, which is read in over two million homes each month, has been awarded Olson Rugs for "quality, durability, suitability, efficiency and economy", only after the most exacting tests, equal to 5 years of actual wear.



### From WOMAN'S WORLD MAGAZINE

We point with pride to the approval of this great magazine which has earned the confidence of millions of women.



### The Lovely Foster Home in Kansas City

"I received my rug a few days ago and am delighted with it. It far surpasses my expectations. Yes, you are welcome to use my letter and picture of our home."

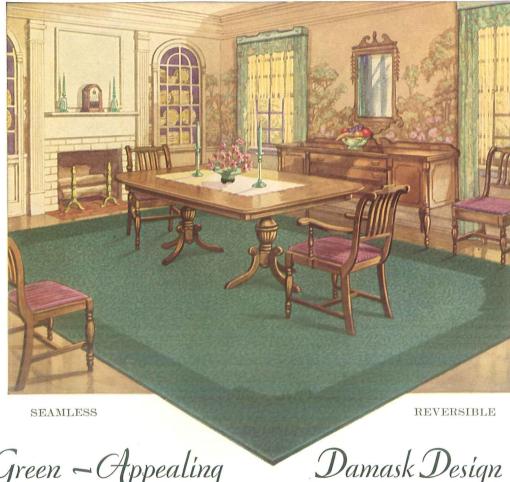
> Mrs. A. W. Foster, 5330 Rockhill Road, Kansas City, Mo.

Standard SIZES	Old Material YOU SEND	
9x12ft	about 42 lbs	\$29 <u>45</u>
81/4×101/2	ft" <mark>35</mark> .".	<b>2</b> 6 <sup>20</sup>
6x9ft		1635
4x63/4 ft.	" <mark>10</mark> ."	820
36x63 in	1 " <mark>6</mark> . "	455
30x54 ir	1 " 4. "	325

Other O	OU SEND	LIST
5x8 fta		
6x8 ft	. "19 ".	14.50
7x9 ft	. "25 ".	19.05
8x8 ft	25".	19.40
8x11 ft	. " 34 " .	26.65
9x9 ft	. "31 ".	24.55
9x15 ft	. "52 ".	41.20
10x10 ft	. "39".	30.55
10x13 ft	. "51 ".	39.70
11x12 ft	. "51 ".	40.30
11x14 ft	. "60 ".	47.05
12x15 ft	. " 70 " .	55.00
27x42 in		
	A	

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54



A Rich Green - Appealing

NEW Damask design in several shades of a soft, new A green. A rug that is adaptable to modern rooms of any period. Note how admirably the rug blends into the charming room shown above. Its popularity is easily explained. As a color it is restful to the eye. It imparts to all surroundings a subdued elegance that is charming.

Even when subjected to the most severe wear this beautiful rug will not show soil. Easy to keep clean. Woven with the same deep, luxurious nap on both sides for double wear. Every rug guaranteed. Send us your old materials and Save 1/3. (> Made without border at same prices as shown on page 55. Order by Number 4201.)



This lovely Early American bedroom with its authentic maple furniture owes much of its inviting charm to the appealing simplicity of design and color in the beautiful oval rugs on the floor. A soft shade of orchid is enhanced by sprightly colors in a dainty floral design.

Number 07028-ORCHID Number 04008-GREEN

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

This pattern is made only in the 4 sizes shown above

Think of the many places where you can use an oval: in bedrooms, at the foot of the stairs, in front of davenport, casy chair or fireplace to protect your larger rugs.—Wherever there is unusual wear, one of these lovely oval rugs will help to prolong the life of your larger rugs—besides add a charming decorative note. Ideal for any room in the home.

Reversible and Fringed

Number 04008





### Number 09014 **JAPANESE**

All the mysticism and charm of far off Japan are in this lovely design. A sacred Japanese bird with richly colored plumage on Taupe ground. Reversible. Fringed.

Think of the many places where you can use an oval: in bedrooms, at the foot of the stairs, in front of davenport, easy chair or fireplace to protect your larger rugs.

### Number 03083

EARLY AMERICAN

One of our latest designs—a colorful design taken from a lovely Early American hooked rug. Woven reversible in four sizes. Luxuriously rich and handsomely fringed.

### Number 01066

DELFT BLUE

At these amazingly low prices we feel sure you will want to send enough material to include one of these lovely, colorful oval rugs in your order. Reversible. Fringed.

### Number 09051 LOG CABIN

This delightful pattern was reproduced from a famous Early American hand-hooked rug. A soft blend of colors that will go with almost anything. Reversible. Fringed.

PRICE LIST I	or Ovai Old Materi	s sno	wn	or	1	nis	p	a	36	PRICES
27x42 in	.about	3 lbs								\$3.15
30x54 in	. "	4 "								4.30
36x63 in	. "	6 "								. 5.75
41/4x63/4 ft	. " 1	0 "								. 10.40
The above weights a										

We make up the difference by adding NEW WOOL FREE.

These new-type Olson Rugs are I the finest we have ever made. More luxurious, closer and more firmly woven. They represent the greatest rug value in America.

# Actual Color Photograph

### Number 24084

	Old Material YOU SEND	PRICE LIST
9x12 ft.	about 42 lbs.	\$32 <u>85</u>
81/4x101/	ź ft." <mark>35</mark> . "	2930
<b>6x9</b> ft	"21 . "	1825
	"10 . "	
	1" 6."	
	1" 4."	

### Also in the Following Widths by Any Length

These	Old Material	PRICE
WIDTHS	SEND per	running
Only	runningfoot	foot
27 in. wide by	any length .1 lb	5 . 78
36 in. wide by	any length .1 1/4 lbs.	1.05
6 ft. wide by	any length .21/4 lbs.	2.30
8 ft. wide by	any length .3 lbs.	3.05
9 ft. wide by	any length .3 1/2 lbs.	3.45
10 ft. wide by	anylength.4 lbs.	3.85
11 ft. wide by	any length .4 1/4 lbs.	4.22

The above weights are one-fourth less than actually required. We make up the difference by adding NEW WOOL FREE.

# Early American

WE are proud to offer this lovely, authentic Early American design as our contribution to that delightful vogue that is sweeping the country. The soft taupes, browns, tans, rusts, ecrus, form a splendid foundation for any color scheme — colors that are sure to find an answering accent in your present scheme. Don't hesitate to use it along with any type of furniture, for good taste sanctions it. A luxuriously deep-textured rug.

The

s a m e

deep nap

and the

same lovely

pattern are wo-

OLSON RUG Co.

ven on both sides to

give double the wear

# Walnut Brown - Fashionably New and Serviceable

One of the very latest color creations that has found instant favor in the finest homes. No wonder decorators are using Brown today. And what a charming, practical new shade of Brown it is. Study this smartly modern, home-like room. Its harmony delights the eye. Yet this much sought-for effect is quickly and inexpensively achieved by replacing your old rug with an Olson Rug in this new color. Here is a luxurious, practical "2-in-1" rug for any room where hard wear is expected. A rug you can live with year after year. The rich texture gives no hint of the great saving. No need to put up with misfit rugs. Here are sizes for any room.

SEAMLESS REVERSIBLE BROADLOOM

### Number 6201 <u>=</u>

Old Material PRICE Other SIZES YOU SEND LIST 5x8 ft....about 15 lbs. \$11.30 6x6 ft...... "...14.. ".. 10.15 6x8 ft...... "...19.. ".. 13.45 7x9 ft...... "...25.. ".. 17.75 8x8 ft...... "...25.. ".. 18.05 9x9 it...... "...31.. ".. 22.75 9x15 ft..... "...52.. ".. 38.35 10x10 ft...."...39...".. 28.40 10x13 ft...."...51...".. 36.90 11x12 ft.... "...51.. ".. 37.50 11x14 ft.... "...60.. ".. 43.75 12x15 ft...."...70...".. 51.05 27x42 in..."... 3..".. 2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54





This illustrates the rich beauty of a single tone grey green Olson rug and stair runner to match. Choice of 25 other popular colors.

Runners in Oriental Patterns are made in the sizes and patterns shown on pages 19, 27, 34, 37, 42, 46.

A wide range of Runners and Special and Extra Large Sizes are made in Early Amercan, modern and plaid patterns on pages 11, 13, 14, 17, 20, 24, 30, 38, 39, and 52.



Illustrating the pleasing effect of a beautiful taupe rug and runner with darker border. One of 9 appealing colors you may select. Borders come on sides and ends of these runners. If you want end border omitted, tell us on your order.

### Runners-For Halls and Stairs

PRICES for solid colors and mixtures on pages: 4, 6, 7, 12, 15, 16, 18, 21, 22, 25, 26, 28, 31, 32, 35, 36, 40, 41, 44, 45, 49, 53, 55. Give color "Number" of rugs ordered.

Hall rugs, sometimes called "Runners," and stair carpets are woven in 22, 27, and 36 inch widths—and in any length from 6 feet up to 400 feet. The most popular lengths are 7 feet, 9 feet, 12 feet, 15 feet and 18 feet. We recommend that rugs for halls and stairs be made without borders, as it makes them look wider, although rugs with border may be had at small additional cost. The 22 inch width is only for extremely narrow halls or stairs. (Order 9 inches extra length on stair runners to allow for shifting when worn).

Prices below are for the "running foot." It's easy to figure the cost. EXAMPLE: If you should want a rug 27 inches wide and 12 feet long without border, just multiply 12 x 66 cents = \$7.92

These WIDTHS	PRICE	PRICE	Old Material
Only	WITHOUT BORDER	WITH BORDER	per Running Foot
22 inches wide	87 cents a running foot 60 cents a running foot	71 cents a running foot 93 cents a running foot 63 cents a running foot d. We make up the difference by a	Send $\frac{11}{4}$ lbs. a ft. Send $\frac{3}{4}$ lb. a ft.

NOTE: A deposit of 25 per cent or, better still, remittance in full with order, will insure promptest delivery of runners and special sizes, which usually require 10 days to 2 weeks.

### Special Sizes—Extra Large Rugs

PRICES for solid colors and mixtures on pages: 4, 6, 7, 12, 15, 16, 18, 21, 22, 25, 26, 28, 31, 32, 35, 36, 40, 41, 44, 45, 49, 53, 55. Give color "Number" of rugs ordered.

If your room requires an unusual size rug not shown on the preceding pages, we will make a special size rug from 4 feet wide up to 16 feet wide, by any length in one piece without seams.

It's easy to figure the cost. EXAMPLE: If you should want a rug, say 8 feet wide and 14 feet long without border, just multiply 14 x \$2.55 = \$35.70.

These WIDTHS	PRICE	PRICE	Old Material
Only	WITHOUT BORDER	WITH BORDER	per Running Foot
4 feet wide	\$1.27 a running foot	\$1.37 a running foot	Send $\frac{11}{2}$ lbs. a ft. Send $\frac{2}{2}$ lbs. a ft.
5 feet wide	1.60 a running foot	1.71 a running foot	
6 feet wide	1.95 a running foot	2.06 a running foot	Send $\frac{21}{4}$ lbs. a ft. Send $\frac{23}{4}$ lbs. a ft.
7 feet wide	2.23 a running foot	2.39 a running foot	
8 feet wide	2.55 a running foot	2.73 a running foot	Send $\frac{3}{1/2}$ lbs. a ft. Send $\frac{31}{2}$ lbs. a ft.
9 feet wide	2.87 a running foot	3.08 a running foot	
10 feet wide	3.19 a running foot	3.43 a running foot	Send 4 lbs. a ft.
11 feet wide	3.50 a running foot	3.79 a running foot	Send 41/4 lbs. a ft.
12 feet wide	3.82 a running foot	4.10 a running foot	Send 43/4 lbs. a ft.
13 feet wide	4.14 a running foot	4.46 a running foot	Send 5 lbs. a ft.
14 feet wide 15 feet wide	4.45 a running foot	4.80 a running foot 5.15 a running foot	Send 5½ lbs. a ft. Send 5¾ lbs. a ft. Send 6¼ lbs. a ft.
16 feet wide Above weights are or	5.10 a running foot ne-fourth less than actually required	5.49 a running foot  1. We make up the difference by a	

Standard SIZES	Old Material YOU SEND	
9x12ft	.about 42 lbs.	\$27 <u>40</u>
81/4×101	/ <sub>2</sub> ft" <b>35</b> ."	2435
6x9 ft.	"21."	1525
	t" <b>10.</b> "	COMP. No. box
36x63 i	n" 6."	420
30x54 i	n" <b>4</b> ."	310

Other SIZES	Old Material PRICE YOU SEND LIST
5x8 ft	about 15 lbs \$11.30
6x6 ft	"14" <b>10.15</b>
6x8 ft	"19 " 13.45
7x9 ft	"25" 17.75
8x8 ft	"25" 18.05
8x11 ft.	"34 " 24.75
9x9 ft	"31 " 22.75
9x15 ft.	"52 " 38.35
10x10 ft	"39 " 28.40
10x13 ft	"51 " 36.90
11x12 ft	"51 " 37.50
11x14 ft	"60 " 43.75
12x12 ft	
12x14 ft	"65 " 47.70
12x15 ft	"70 " 51.05
27x42 ir	1" 3" 2.20

Above weights are one-fourth less than required. We make up difference by adding NEW WOOL FREE.

For Special Size Rugs or Runners see page 54

SEAMLESS

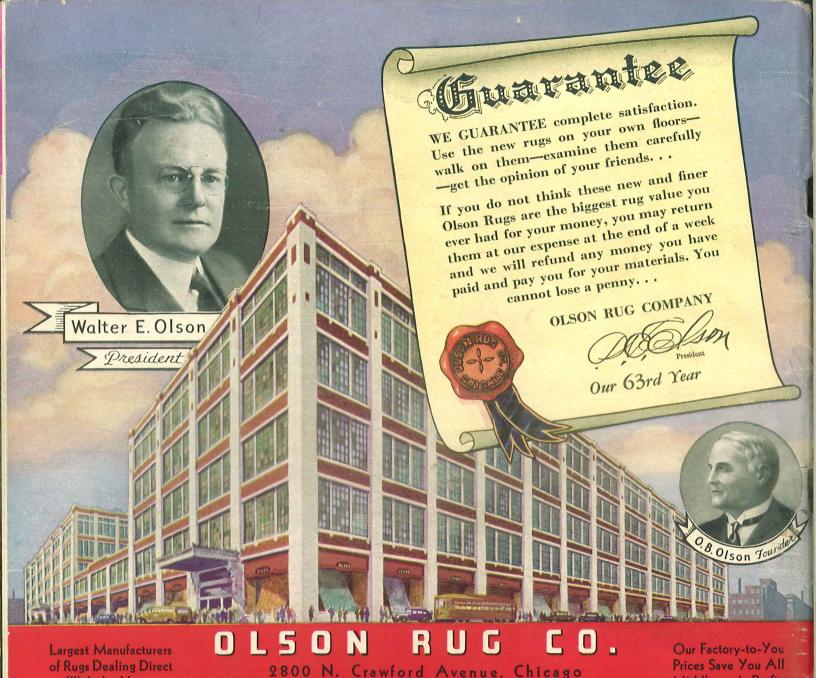
REVERSIBLE



# A Lovely Blend of Brick Red and Taupe

This beautiful figured rug is extremely rich in character with its soft intermingled tones of brick red and taupe. Picture this rug in your reception hall, living room, dining room, or any room in your home. An intensely

practical rug that has won immense popularity. Won't show soil. You will find it difficult to duplicate the beauty and wearing qualities of this rug elsewhere at twice the price. The same deep, luxurious nap on both sides.



With the Home

CHICAGO NEW YORK SAN FRANCISCO Middlemen's Profits